

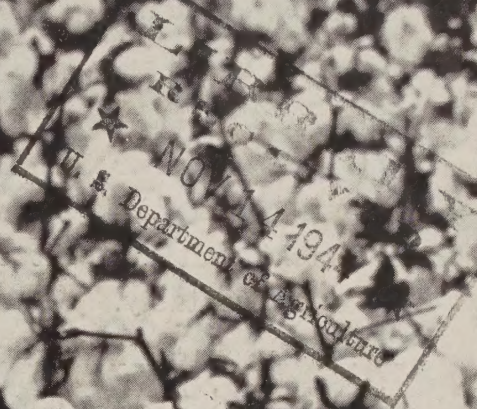
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COKER COTTONS

for 1945



COKER'S PEDIGREED SEED COMPANY
THE SOUTH'S FOREMOST SEED BREEDERS
HARTSVILLE, S.C.

COKER 100 WILT *Strain 4*

AN IMPROVED STRAIN WITH BETTER PRODUCTION RECORD

Coker 100 Wilt is the best general purpose cotton that we have ever bred—a cotton with the widest adaptability, and one that is giving the most general satisfaction, both on wilt and non-wilt soils.

It was bred to fill the specific demand of those growers of Coker 100 Cotton whose soils were becoming infested with wilt to such an extent that non-wilt cottons could not be grown profitably.

After nine years of intensive and extensive selection and testing on wilt infested soils Coker 100 Wilt Strain 1 was offered in the spring of 1942. Those growers of this cotton who entered the South Carolina 1942 Five-Acre contest won six out of eight prizes offered. Strain 2 was offered for 1943 planting and that year the growers with these two strains won all of the eight prizes. A record made by no other cotton during the 16 years this contest has been conducted.

This test was highly competitive and on a state-wide basis, from the mountains to the sea coast, on all types of soil, and results prove its adaptability and merit. This merit has been corroborated by consistent high yield records made by this cotton both in wilt and non-wilt variety tests conducted by experiment stations from Mississippi through the Carolinas.

We have never before had a cotton with so many good qualities. Our breeding program is so extensive and so planned as to guarantee improvement in each succeeding strain. Not only must new strains meet the growers' demand but the cotton spinners' specifications. Accordingly, starting with the plant-to-row, fiber analyses are made on each year's crop, and spinning tests starting with the first year increase. Before a cotton is offered we have yield records and fiber data

on four separate years' crop, and spinning performance on three years' crop. This system assures progress and satisfaction to both grower and manufacturer.

Coker 100 Wilt Strain 4 is a worthy successor to previous strains and combines all the good qualities of these, such as wilt resistance, medium thin foliage and beautiful wide fluffy easily picked bolls, and has a still higher production record, a slightly longer staple and a few lightly linted almost naked seed—from its wilt resistant parent.

DESCRIPTION

Plant—Erect, semi-determinate in type. Vigorous with more erect well spaced fruiting branches and two to four vegetative branches.

Foliage—Thin with deeply lobed medium sized leaves.

Season—Very early.

Bolls—Round ovate, slightly pointed, 70 to 72 to pound, open extremely wide and fluff beautifully yet storm resistant.

Lint Length— $1\frac{1}{32}$ " to $1\frac{1}{16}$ " under good conditions.

Lint Percent—37% to 39%.

Character—Excellent, uniform, strong.

Production—High.

Wilt Resistance—High.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, F. O. B., Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.



CAUTION: Due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in some instances of the deadly meadow nematode, no conscientious breeder can guarantee any wilt resistant cotton to survive on any wilt infested soils.



COKER 200 *Strain 5*

This cotton has all the good qualities of previous strains; namely: small stalk, small leaves, medium sized bolls that open wide, fluff beautifully, pick easily, and has very thin foliage. It gives a good gin turn-out of 38 to 40 percent and is a strong fine fibered cotton with a staple of $1\frac{1}{16}$ " to $1\frac{1}{8}$ ", under good growing conditions.

Excellent For Fertile Soils

Due to its extreme earliness, small stalk and thin foliage, it has few equals for planting on fertile soils or for close planting on average soil, not infested with Fusarium Wilt. In sections where weevil control is a problem Coker 200 has proven its value due to its quick fruiting and thin foilage.

In our tests in 1943 it showed slightly longer staple, higher lint percentage, and yield than Coker 200 Strain 4. This cotton is not wilt resistant.

DESCRIPTION

Plant—Small, determinate, very open symmetrical, spreading, two to four low set vegetative branches and long well spaced fruiting branches.

Foilage—Very thin, leaves small, deeply lobed.

Season—Very early.

Bolls—Medium, 70 to 75 to pound, open very wide, fluff beautifully, storm resistant.

Lint Length— $1\frac{1}{16}$ " to $1\frac{1}{8}$ ", under good conditions.

Lint Percent—38% to 40%.

Character—Excellent, uniform, strong.

Production—High.

Wilt Resistance—None.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, F. O. B., Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.



COKER 4-in-1 *Strain 6*

A SAFE AND DEPENDABLE PREMIUM STAPLE WILT VARIETY.

Coker's 4-in-1 Strain 6 has a higher record in yield of seed cotton, lint turnout, lint yield and money value per acre than the parent, Coker's 4-in-1 Strain 5. It is highly productive with excellent wilt resistance, is early and produces a uniform, strong lint of good character. Strain 6 produces a staple length of $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

Coker's 4-in-1 cotton is widely and successfully planted in the wilt areas of South Carolina and Georgia, and more recently has made an exceptional record in certain areas of the Mississippi Delta where wilt is already a serious factor. It is a safe and dependable cotton backed by seventeen years of continuous breeding and testing on wilt and non-wilt soils and a satisfactory record of lint production in tests and on farms throughout the wilt areas of the Southeastern cotton belt.

DESCRIPTION

Plant—Open growing, determinate, spreading with 3 to 4 vegetative branches and well spaced fruiting branches.

Foliage—Thin—same as Strain 5.

Season—Early.

Bolls—Round ovate, slightly pointed 65 to 70 to pound. Open wide, pick easily yet storm resistant.

Lint Length— $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Percent—36% to 38%.

Lint Character—Excellent, uniform, strong.

Production—Very high.

Wilt Resistant—High.

PRICES: \$8.50 per 100-lb bag, \$155 per ton, F. O. B., Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

CAUTION: Due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in some instances of the deadly meadow nematode, no conscientious breeder can guarantee any wilt resistant cotton to survive on any wilt infested soils.



COKER 100 *Strain 8*

A NEW COKER 100 STRAIN OF HIGHER PRODUCTION
AND SPINNING VALUE.

Coker 100 Strain 8 is the most outstanding strain of this good cotton that we have so far had to offer. Bred from the Strain 3 blood line, it retains all the good qualities of its parent, and has in addition a higher production and lint of higher tensile strength and spinning value.

Its productive capacity is strikingly shown by the record made in the 1943 Pee Dee Experiment Station Test at Florence, South Carolina. In this test of 42 good cottons—Coker 100 Strain 8 (entered as Coker 100 42-2) led the entire test in pounds of seed-cotton, pounds of lint and total money value

per acre. It produced in this test at the rate of 2,494 pounds of seed cotton, 978 pounds of lint and a total money value per acre of \$255.05. The staple length was classed as $1\frac{1}{16}$ ".

It is a beautiful cotton. One is struck by its uniform spreading, semi-determinate growth, dark green medium thin foliage, striking productivity, and the wide fluffy bolls that are easy to pick and yet storm resistant. The many admirers of Coker 100 Cotton will be pleased both with the performance and appearance of this cotton on non-wilt infested soils.



DESCRIPTION

Plant—Semi-dwarf, open, determinate, one to three vegetative branches and well spaced long fruiting branches.

Foliage—Thin, dark green, medium small leaf.

Season—Very early.

Bolls—Round ovate, slightly pointed, 70 to 72 to pound, open wide, fluff beautifully yet storm and weather resistant.

Lint Length— $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Percent—38% to 40%.

Lint Character—Excellent, uniform, strong.

Production—Highest.

Wilt Resistance—None.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, F. O. B., Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

Cotton Variety Test—1943—Pee Dee Experiment Station, Florence, S. C.

(Only first 13 varieties shown, listed in order of total money value per acre.)

VARIETY	Pounds of seed cotton per acre	Per cent.	Pounds per acre	Length	Value per acre of lint and seed
Coker's 100 (42-2) (Coker 100 Strain 8)	2494	39.2	978	$1\frac{1}{16}$	255.05
Coker's 100 (42-312)	2457	37.2	914	$1\frac{3}{32}$	253.32
Coker's 100 (42-21)	2461	38.6	950	$1\frac{1}{16}$	248.83
Coker's 100, St. 7	2429	38.8	942	$1\frac{1}{16}$	246.42
Delfos 444	2453	31.7	778	$1\frac{1}{8}$	243.26
Coker's 100, St. 6	2353	37.7	887	$1\frac{1}{16}$	233.87
Coker's 4 in 1, St. 6	2457	35.6	875	$1\frac{1}{32}$	230.14
D. & P. L. 14-4	2224	39.4	876	$1\frac{1}{16}$	228.18
Coker's 100 Wilt (42-2)	2400	36.3	871	$1\frac{1}{32}$	227.81
Coker's 200, St. 4	2351	37.3	877	$1\frac{1}{32}$	227.54
Coker's 200 (42-34)	2317	36.8	853	$1\frac{1}{32}$	222.16
Coker's 100 Wilt, St. 3	2332	36.1	842	$1\frac{1}{32}$	220.56
Coker's Wilds No. 15	1874	31.4	588	$1\frac{1}{4}$	219.69



COKER-WILDS *Strain 16*

**A FLAT TOP, DETERMINATE, MORE SPREADING NEW WILDS
STRAIN WITH EXCEPTIONALLY HIGH TENSILE STRENGTH
AND SPINNING VALUE.**

Outstanding Upland Long Staple Variety

Wilds cotton is recognized from Texas to the Carolinas, both by growers and manufacturers, as the outstanding upland long staple variety and as having little competition in its length class. The high tensile strength and excellent spinning qualities of this cotton occasion the highest rating by manufacturers of the finer yarns. The dependability, earliness, vigor, drought resistance, high production, gin turnout and excellent qualities give it the highest rating by growers of staple cotton.

Wilds cotton has the highest tensile

strength of any commercial upland cotton and produces yarns even stronger than this strength would indicate.

Highest Standard Maintained

Our continuous breeding program, in which each year hundreds of superior plants are tested, insures maintenance of highest standard. Only when plant families of proven superiority are found are the seed offered as a new strain. So far we have bred and offered fifteen, each superior in some respects to previous strains. This year we are offering the sixteenth strain.



Combines Yield, Staple, Spinning Value

Wilds Strain 16 is a beautiful flat topped, determinate, more spreading cotton, with exceptionally high tensile strength and spinning value. It more nearly approaches the ideal toward which we have been working and we offer it in the full assurance that it will make a greater contribution to growers, manufacturers and to our defense program.

DESCRIPTION

Plant—Semi-dwarf, open, determinate, flat topped, 1 to 3 vegetative branches and well spaced fruiting branches.

Foliage—Thin, medium small leaf.

Season—Very early.

Bolls—Round ovate, slightly pointed, 65 to 70 to pound. Open wide, fluff beautifully, storm resistant, looks and picks like short cotton.

Lint Length— $1\frac{1}{4}$ " to $1\frac{3}{8}$ " or longer, under good conditions.

Lint Percent—33% to 35%.

Lint Character—Best, strong, silky.

Production—Very high for cotton of its length.

Wilt Resistance—None.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, F. O. B., Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

IMPORTANT NOTE — Growing long staple cotton is a specialty. We do not recommend its planting by any new growers who are not familiar with additional care in the picking, drying, ginning and marketing necessary to secure a superior product. Middling or better smoothly ginned lint must be produced for its growing to be profitable.

COKER-WILDS

STRAIN 15

Coker-Wilds Strain 15 tested on our farms in competition with earlier strains has shown a higher money return per acre. It is bred from Wilds Strain 13 and has its many good qualities, such as earliness, desirable type and drouth resistance. Its large bolls open wide with desirable fluffiness. This cotton is of extra early fruitage, a good lint turnout averaging from 33% to 35% under good conditions, and produces a strong, silky fiber averaging $1\frac{1}{4}$ " to $1\frac{3}{8}$ " or even longer when growing and soil conditions are ideal.

The plant is semi-dwarf and of open type with from one to three vegetative branches. The bolls are round ovate, slightly pointed and usually average from 65 to 70 to the pound.

Coker-Wilds is being successfully grown over a wide territory. It is giving satisfactory results in the irrigated areas of New Mexico and west Texas, in many parts of the Mississippi Valley and from north Florida to North Carolina.

PRICES: \$10 per 100-lb bag, \$180 per ton, F. O. B. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.



Suggestions For Growing Cotton Profitably Under Boll Weevil Conditions

1. Select your most fertile, warmest, and best drained soil that experience has shown will grow cotton off fastest after it comes up.

2. Indications from more than 5,000 South Carolina Five-Acre Contest records show that the highest yields are made from narrow rows, the width depending upon soil types and varieties.

3. Use liberal amounts of a well balanced fertilizer under cotton and side-dress with additional amounts of ammonia and potash. This should be adjusted to suit soil and weather conditions.

4. Follow fertilizer distributor with a small plow to thoroughly mix fertilizer with soil.

5. Use a variety that fruits early and rapidly and produces a good staple. If soil is infested with wilt by all means plant a suitable wilt resistant variety.

6. Use plenty of seed of known vitality and treat with Ceresan before planting. You cannot make a crop unless you get a good stand. Plant as early as conditions and experience warrant.

7. Where drop seed planter is used, leave 2 to 3 stalks per hill. Where drilled, leave an average of 2 stalks per hill a hoe width apart.

8. Practice frequent and shallow cultivation.

HOW TO USE MOLASSES, CALCIUM ARSENATE POISON (1-1-1 Mixture)

9. Make arrangements for your poison materials when you make arrangements for your fertilizer so as to be sure to have it on hand when needed.

10. For each acre of cotton secure 3 pounds of calcium arsenate and 3 gallons of thick black-strap molasses. This will usually be sufficient to make 3 applications per acre.

11. Make a mop from an old sack or similar material. This should be folded and tacked to a slat about 3 inches wide and extending about 3 inches beyond end of slat. The extension of the bag should be cut in strips about 1 inch wide. The slat should be of suitable length for person applying poison.

12. In preparing mixture for making application, mix at the rate of 1 pound of poison in 1 gallon of water. Stir thoroughly. Then slowly add 1 gallon of molasses and stir thoroughly. The mixture should be kept well stirred at all times. Apply with mop held in front of worker so as to strike the cotton plant 1 to 2 inches below the bud, pushing the plant over so that the majority of the poison is applied to the

underside of leaves and on stems. Poison should be applied the same day as it is mixed.

13. This method is simple, cheap and effective. But like any other farm operation, it should not be done in a haphazard way and should be closely supervised.

14. Watch fields carefully and apply first application of sweetened poison just as the stalk "bunches" in the top and just before the first square appears. Repeat with two to three other applications at intervals of 5 to 7 days. Fully 90% of those who use sweetened poison wait too long in making first application. If an application is washed off by rain inside of 24 hours, repeat application, as soon as possible. Where possible, apply poison in afternoon.

OTHER RECOMMENDATIONS

15. Pick up and burn all fallen squares, especially during the first 3 weeks of blooming.

16. The use of calcium dust is not recommended except under abnormally heavy weevil infestation and then in amounts not exceeding 2 pounds per acre (mixed with 2 pounds of hydrated lime). Equipment for proper dusting is expensive and atmospheric conditions under which it must be applied are very exacting. Many farmers have suffered heavy losses to cotton, other crops and permanent soil damage as a result of the use of calcium arsenate dust. If sweetened poison is properly used there will be practically no need to consider the use of dust.

17. Keep up with the picking of cotton as closely as possible, picking only when perfectly dry. Seed cotton stored for 2 to 3 weeks and stirred when necessary will make a better grade of cotton.

18. Gin cotton only when perfectly dry, then only on a gin in good mechanical condition. Dry seed cotton left on an unprotected wagon at night and exposed to dew, frost, or other moisture will not gin smoothly.

19. All stalks should be destroyed immediately after picking. If possible, this should be done at least two weeks before the first frost.

20. Build up your soil by plowing under winter cover crops and summer legumes.

21. Experiments at the Pee Dee Experiment Station were reported by Supt. E. E. Hall showing that 2 tons per acre (approximately 2 two-horse wagon loads) of good stable manure in the drill is equivalent to 400 pounds per acre of a high grade fertilizer in producing cotton.

These suggestions represent the best information gathered from Extension Service, Experiment Stations, the experience of many successful farmers and our own.

Price List and Order Blank

1945 SEASON

Date _____, 194_____

Name _____

Address _____ R.F.D. No.
or Street
Address _____

Shipping Address _____ Shipping Date _____

SHIP BY FREIGHT () EXPRESS () PARCEL POST ()

NO. BAGS	VARIETY	PRICE PER BAG 100 LBS.	PRICE PER TON 20 BAGS	AMOUNT	
	*Coker-Wilds Strain 16	\$12.50	\$220.00		
	Coker-Wilds Strain 15	10.00	180.00		
	*Coker 200 Strain 5	12.50	220.00		
	*Coker 100 Strain 8	12.50	220.00		
	*Coker 100 Wilt Strain 4	12.50	220.00		
	Coker's 4-in-1 Strain 6	8.50	155.00		
	Total				
	†Less Discount				
	Net Total				

***New Strains.**

†5% discount allowed on cotton seed orders paid for by January 1, 1945.

All cotton seed treated with Ceresan and bagged in 100-lb bags. Prices F.O.B. Hartsville, S. C., and Memphis, Tenn. All shipments made direct from Hartsville.

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS
HARTSVILLE, S. C.

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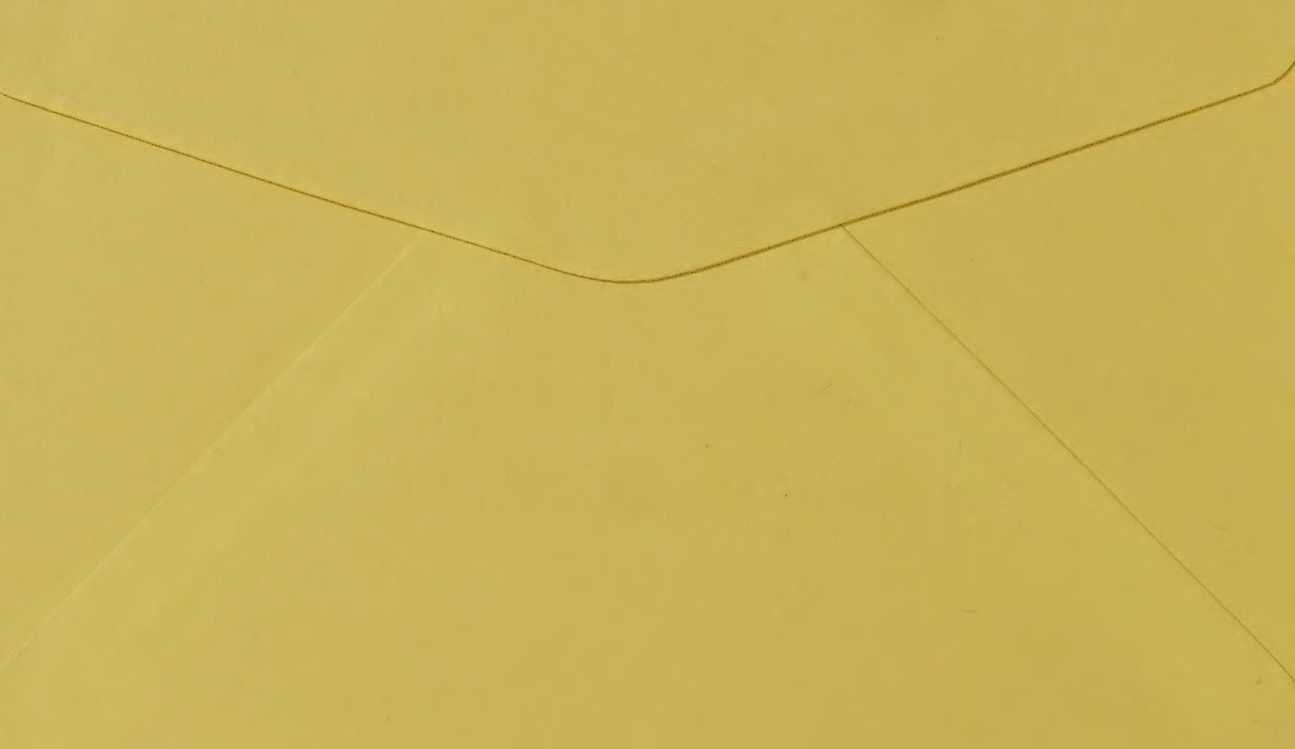
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COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

HARTSVILLE, S. C.



BUSINESS TERMS

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

NO SEED BOUGHT: We do not buy seed for resale, either those grown from seed purchased from us or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South. However, we are always glad to assist our customers in disposing of their surplus "first year from Coker" seed by referring inquiries to them whenever possible.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

HARTSVILLE, SOUTH CAROLINA

